

## **ABSTRACT**

*Movi Ads is a new startup that started its business in early 2018 and stands under the auspices of PT. Movi Media Indonesia. The focus of this business is to create an advertising platform by creating new innovations in the world of advertising. The innovation promoted by Movi Ads is turning static ads on transportation into a dynamic ad. PT. Movi Media Indonesia approached several media planners in Indonesia at the beginning of June 2018, it is known that for a company that wants to advertise it requires a fleet of more than 1,000 units per month and units spread across major cities in Indonesia. Therefore, a business feasibility analysis study was conducted on Movi Ads which was reviewed from several aspects such as market aspects, technical aspects, and financial aspects using three feasibility methods, namely NPV, IRR and PBP as a calculation of financial turnover in the next five years. After the calculation is obtained, the value of the feasibility analysis for each method is NPV of Rp. 15,507,710,000. IRR of 88,4% and PBP for 1,42 years, then the decision to add units and market development of PT. Movi Media Indonesia is said to be feasible. The sensitivity limit for the increase in direct material costs 45,08% and the limit for the increase in direct labor costs is 94,06%*

*Keywords: Feasibility Analysis, NPV, IRR, PBP, Sensitivity Analysis*